

## 2024 Center for Architecture & Design Year-in-Review

### *These professional design associations comprise the Center:*

*American Institute of Architects Kansas City (AIA Kansas City)*

*American Institute of Graphic Arts Kansas City (AIGA Kansas City)*

*American Society of Landscape Architects, Prairie Gateway Chapter (PGASLA)*

*Industrial Designers Society of America Kansas City (IDSA-KC)*

*International Interior Design Association Mid-America Chapter (IIDA)*

*Kansas City Metropolitan Section of the American Planning Association (KCAPA)*

*Society for Experiential Graphic Design (SEGD KC)*

- **KC Design Week, April 18-27:**

This was our biggest KC Design Week in our 15-year history! Our committee volunteers delivered 25 inspiring events in 10 days. Nearly every event required additional tickets added to their original totals, and 20 of 25 events fully sold out by the end of the week.

An estimated 1,769 design professionals, design students, design educators, and design enthusiasts attended KC Design Week. (top 5 attendance total)

Here's what we learned about our **audience** from our event surveys:

- 36% attended for the first time.
- 58.4% attended last year.
- 41% planned to attend 4 or more events!
- 16.8% planned to attend 6+ events

Our events offered memorable experiences and reached new audiences, thanks to the involvement of a PR professional for the first time. We had TV and radio promotions and 2 articles in *KC Business Journal*, among other metro-wide coverage.

- We added another university student showcase (Univ. of KS) alongside the K-State Univ. showcase.
- Adobe hosted a had a huge opening night event, attracting 500 registrants.
- We brought in three speakers from out of town, expanding our attendees' exposure to talent from beyond the KC metro.

- We offered our first-ever KCDW “field trip” to experience how Adrian, MO leveraged urban planning, placemaking, and designed spaces to cultivate value and growth in their rural community.

We set a record for the largest **net profit** in our 15-year history! Those funds will continue to support programming for the Center, including education outreach and 2025 KC Design Week!

Planning for **2025 KC Design Week** is well underway! Our dates are April 22-30, 2025, with 18 events scheduled.

- **D7, The National Design CEO Retreat in Kansas City, April 24-26**

The Center created an historic gathering of design executives during KC Design Week. This first-of-its-kind summit, co-hosted with KC Global Design, brought together the CEOs of the 7 design organizations that have local chapters in Kansas City. Despite their shared interests and missions to serve design professionals around the world, these CEOs had never been assembled in the same place together. During their two-day retreat, they focused on collaborative solutions to design industry challenges including carbon reduction, A.I., and recruiting future design professionals. Their visit to Kansas City included a panel discussion for KC Design Week. The event and our Center received local, regional, and national publicity for the D7 Retreat. Its enormous success has encouraged us to convene this group again in 2026.

- **Welcoming summer interns and new grads with a fun event**

For the second year, the Center created targeted programming for summer interns and new grads who were working in design firms and agencies across the city.

Our Summer Scavenger Hunt in June drew 39 young design professionals, some of whom were experiencing Kansas City for the first time.

Stats from the Scavenger Hunt:

- Participants came from 10 different cities in the KC metro.
- Other participants came from 10 different states and three foreign countries!
- They represented 17 different colleges/universities.
- They worked at 22 unique companies/firms.

- **Raise Your Voice poster contest**

In the weeks leading up to the national general election in November, the Center hosted its second “get out the vote” non-partisan poster design contest called

Raise Your Voice. We encouraged designers to use the power of design to motivate the community to register and VOTE in the 2024 general election. We received 15 entries and awarded cash prizes to 4 winners, including a university student winner. All poster entries were displayed in the Center's windows and on social media through Election Day.

- **Design Careers Day, December 3:** This was our 6th **education outreach** event aimed at high school students planned in conjunction with KC STEM Alliance and ASCE Kansas City. The event brought in 200+ students from 15 high schools to introduce them to career possibilities in all 7 of our Center design disciplines. Students spent the morning at the UMKC Student Union where they took part in a career and education fair. They were able to speak to professionals about careers in design and civil engineering and representatives from local universities. They spent the afternoon taking a tour of a design firm and a civil engineering firm. We appreciate all our Center volunteers and the firms that opened their doors to the students for the afternoon session.
- **Trivingo, November 20:** This social event combined fun, food, and friendly competition. Teams played rounds of trivia combined with bingo, networked with friends, and enjoyed a baked potato bar! This game night took our favorite industry jargon and turned it into a hilarious and highly competitive event.

### ***About the Center***

Center for Architecture & Design, launched in 2014, plans programs and events to spotlight creativity, engage a wide community audience in discussions about architecture and design, teach design thinking to all ages, celebrate the achievements of good design, and help our metro area reach its full potential.

The Center and KC Design Week were proud to be recognized by former Kansas City Mayor Sly James and the City Council for "... for their important contributions to the vibrancy of our city" with a City Council resolution.

The Center's initiatives enhance Kansas City's reputation as a hub for design excellence, urban renewal, economic development, future workforce, and creative entrepreneurship.

The Center is a 501(c)6 nonprofit organization established in the state of Missouri.